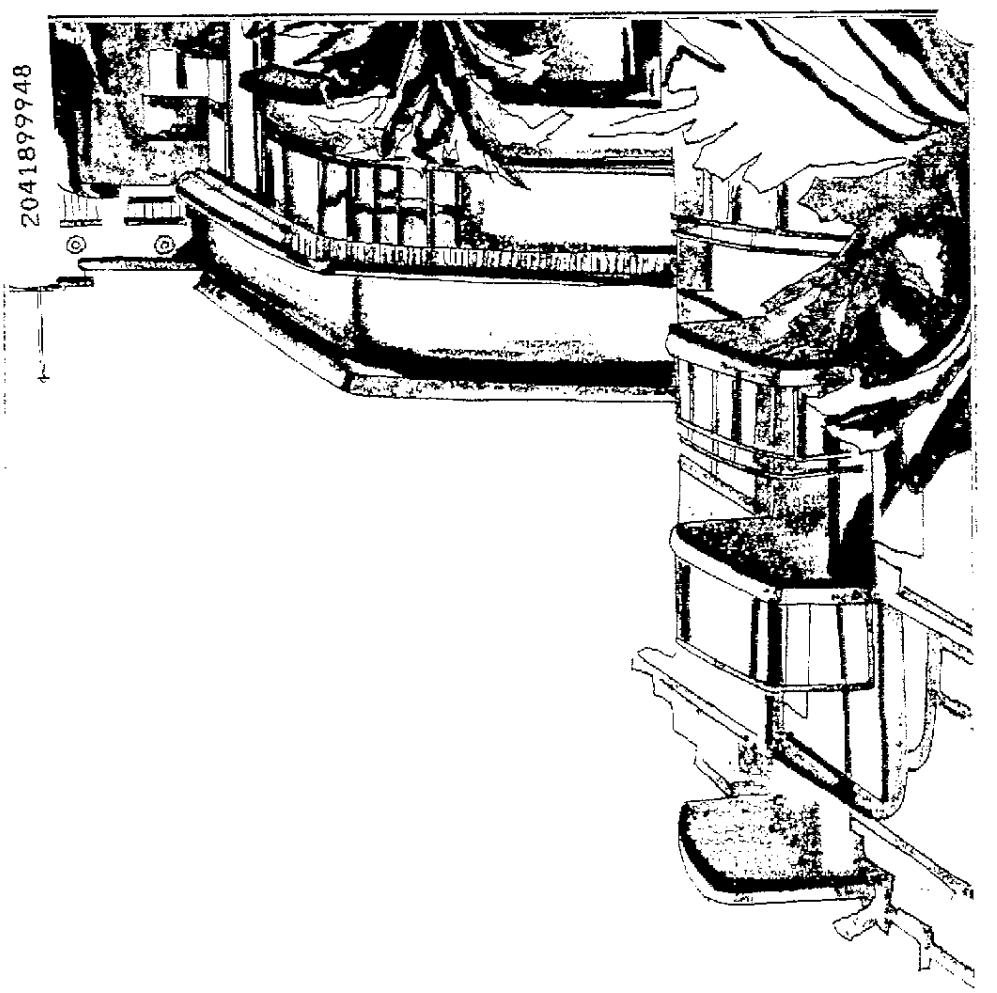

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KIWANIS OF LITTLE HAVANA

CARNAVAL MIAMI

Source: https://www.industrydocuments.ucsf.edu/docs/yycn0004

TITLE SPONSORSHIP

(Limited to One)

- Product Exclusivity offered to the sole sponsor
- Event will be titled as: The "Sponsor's Name" Carnaval South Beach
- Three (3) 20' x 20' tents at key locations to sample/exhibit product
- Placement of sponsor's signage/banners along the parade circuit
- Sponsor will receive a float in the parade: at no additional cost with company's logo and theme
- A Comparsa carrying a banner with sponsor's logo parades down Ocean Drive at no additional cost
- Title Sponsor(s) logo printed on entry applications
- Flyers displaying the sponsor's logo will be distributed to promote the event.
- Title Sponsor(s) logos printed on Carnaval South Beach Tshirts
- Signage on transportation shuttles and parking lots
- Signage on main stage for beach concert
- Title sponsor's logo will be prominently displayed on Official Carnaval South Beach Guide
- Trophies are awarded to the Best Float and Comparsa on behalf of the Title Sponsor
- Sponsor's representative is on the panel of judges.
- Sponsorship includes forty (40) complimentary invitations (per couple) to the Sponsor's Recognition Party at the famous Vizcaya Palace and sixteen (16) VIP tickets (per person) to Carnaval Night at the Orange Bowl.

MEDIA BENEFITS

- Inclusion of the Title Sponsor's logo in:
  - Carnaval Miami Magazine, circulation 30,000
  - El Nuevo Herald Special Section, circulation 120,000
  - Diario Las Americas Special Section, circ. 70,000
  - Miami Mensual Special Section, circulation 26,000 (overprint 200,000)
  - Full page ad in Miss Carnaval program
  - A minimum of:
    - Twenty (20) ads displaying the Title Sponsor's logo in El Nuevo Herald
    - Ten (10) ads displaying the Title Sponsor's logo in Diario las Americas
    - One Hundred (100) :60 second spots, mentioning the Title Sponsor, to air on a major am/fm spanish language radio station
    - Twenty five (25) :30 second spots, displaying the Title Sponsor's logo to be broadcast on a major spanish language local t.v. station

FEE.....$100,000

PRESENTING SPONSORSHIP

(Limited to Two)

- Product Exclusivity offered to the Presenting Sponsors
- One 20' x 20' tent at a preferred location to sample/exhibit product
- Placement of sponsor's banners on parade circuit
- Presenting sponsor(s) may enter a float in the parade; entry fee waived
- Presenting sponsor(s) logo on entry applications
- Flyers displaying the sponsor's logo will be distributed to promote the event.
- Presenting sponsor(s) logos printed on Carnaval South Beach T-shirts
- Presenting sponsor(s) logo appear on the awards trophies to the best Float and Comparsa
- A representative is part of the panel of judges.
- Half page ad in Miss Carnaval program
- Sponsorship includes twenty (20) complimentary invitations (per couple) to the Sponsor's Recognition Party at the famous Vizcaya Palace and eight (8) VIP tickets (per person) to Carnaval Night at the Orange Bowl.

MEDIA BENEFITS

- Inclusion of sponsor's logo (pro-rated size) in:
  - Carnaval Miami Magazine, circulation 30,000
  - El Nuevo Herald Special Section, circulation 120,000
  - Diario Las Americas Special Section, circ. 70,000
  - A minimum of:
    - Ten (10) ads displaying the sponsor's logo in El Nuevo Herald.
    - Five (5) ads displaying the sponsor's logo in Diario las Americas.
    - One Hundred (100) :60 second spots, mentioning the sponsor, to air on a major am/fm spanish language radio station.
    - Twenty five (25) :30 second spots, displaying the sponsor's logo to be broadcast on a major spanish language local t.v. station.

FEE.....$50,000

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Source: https://www.industrydocuments.ucsf.edu/docs/yycn0004

Beach Concert

(Limited to Two)

- Sponsor receives exclusivity as one of the sponsors of the concert
- Sponsor's logo will be prominently displayed on the backdrop of the main stage
- Stage and sound included
- Inclusion of sponsor's name in:
  - Carnaval Miami Magazine, circulation 30,000
  - El Nuevo Herald Special Section, circulation 120,000
  - Diario Las Americas Special Section, circ. 70,000
  - A minimum of:
    Ten (10) ads in El Nuevo Herald displaying the sponsor's logo
    Ten (10) ads displaying the sponsor's logo in Diario Las Americas
- Sponsorship includes ten (10) complimentary invitations (per couple) to the Sponsors Recognition Party at Vizcaya Palace and six (6) VIP tickets (per person) to Carnaval Night at the Orange Bowl.

FEE.....$35,000

World Largest Macarena

(Limited to One)

- Guinness Book of Records will be contracted to record the event
- Sponsor's name will be announced throughout event
- The event will be titled: The "Sponsor's Name" World's Largest Macarena
- Speakers will be simultaneously placed on the intersections of the street and will announce the start of the Macarena
- Fee includes the expense of the Guinness Book of Records coming to Miami to record the event
- Sponsorship includes six (6) invitations (per couple) to the Sponsors Recognition Party at the famous Vizcaya Palace and four (4) VIP tickets to Carnaval Night (per person) at the Orange Bowl.

FEE.....$20,000

Beach Volleyball Tournament

(Limited to Two)

- Sponsors logo will be displayed on signage and banners at the tournament area
- Courtesy announcements will be given on behalf of the sponsors
- Players will wear T-shirts displaying the sponsors logo
- Print ads will show sponsors logo announcing the tournament
- Sponsorship includes five (5) complimentary invitations (per couple) to the Sponsors Recognition Party at the famous Vizcaya Palace and three (3) VIP (per person) tickets to Carnaval Night at the Orange Bowl.

FEE.....$15,000

Sampling On The Beach

(Limited to Twenty)

- Product merchandising opportunities given to participating companies/sponsors
- The sponsors offer sampling from one location during the summer along Ocean Drive
- A White 10' x 10' tent is included to create the Art Deco ambiance
- Sponsorship includes three (3) complimentary invitations (per couple) to the Sponsors Recognition Party at the famous Vizcaya Palace and two (2) VIP tickets (per person) to Carnaval Night at the Orange Bowl.

FEE.....$ 5,000

Comparsas

- Sponsor's name appears in all promotional material related to Carnaval South Beach
- Includes musicians and the dancers with decorative "guaracheras" (costume pieces for the arms) and "farolas"

FEE.....$ 5,000

Fireworks Finale

- The Fireworks display at the finale or closing of the event
- Print newspaper ads will display the sponsor's logo
- Sponsorship includes three (3) invitations (per couple) to the Sponsors Recognition Party at the famous Vizcaya Palace and two (2) VIP tickets (per person) to Carnaval Night at the Orange Bowl

FEE.....$ 5,000

Official Carnaval South Beach Guide

(Limited to One)

- The Official Guide to the event depicting all prominent locations and activities taking place throughout the day
- The Guide details the transportation, entertainment, and schedule for various activities on a map
- Guide will be distributed to all South Beach Merchants as well as to attendees on the day of event
- Sponsor's logo will be prominently displayed
- Fee does not include printing costs
- Sponsorship includes three (3) complimentary invitations (per couple) to the Sponsors Recognition Party at the famous Vizcaya Palace and two (2) VIP tickets (per person) to Carnaval Night at the Orange Bowl

FEE.....$ 5,000

Information & Welcome Center

(Limited to Four)

- Sponsor will have a designated area in South Beach to distribute the Guide and giveaway their product and promotional merchandising ideas for the public as they arrive to the event
- Sponsor receives one (1) 10' x 10' tent
- Sponsorship includes three (3) invitations (per couple) to the Sponsors Recognition Party at the Vizcaya Palace and two (2) VIP tickets (per person) to Carnaval Night at the Orange Bowl.

FEE.....$ 5,000

Floats

- Entry fee for a float with company theme (float provided by sponsor)
  (Float rentals are available through a local source for approximately $4,000 more information available upon request

FEE.....$1,500

Specialty Restaurant/Food Vendor

- A restaurant can participate to sell their food in an Art Deco ambiance
- Fee includes a 10'x10' blue and white stripe tent
- Electricity can be provided upon request for an additional charge
- Vendor must decorate site
- Signage supplied by vendor

FEE.....$ 1,000

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Source: https://www.industrydocuments.ucsf.edu/docs/yycn0004

In the sun capital of the world where the sand and surf converge, Carnaval Miami presents a "Paseo" in South Beach. A Latin flavored "a lo Mardi Gras fiesta" with street dancers, floats and "comparsas" parading down Ocean Drive. A beach volleyball game warms up the afternoon activities...and to regain energy, food vendors line up the way with a variety of latin american and Caribbean delights.
A beach concert presents the best of latin jazz. A Carnaval art deco style? ...YES!

COMPANIES GET A FIRST HAND OPPORTUNITY TO SPONSOR THIS EVENT WITH OPTIONAL PACKAGES.
BE THE FIRST TO INAUGURATE THIS NEW EVENT AND TAKE ADVANTAGE OF THE MULTIPLE BENEFITS OFFERED.

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Source: https://www.industrydocuments.ucsf.edu/docs/yycn0004

Carnaval South Beach

FACT SHEET

WHEN

Sunday, March 3, 1996

WHERE

Ocean Drive between 5th and 15th Streets
Miami Beach (South Beach), Florida

SCHEDULE

12:00 Noon to 9:00 P.M.

Sampling Sites	12:00 – 9 PM
Amusement Park	12:00 – 9 PM
Rollerblade Show	12:00 – 2 PM
Volleyball Tournament	1:00 – 4 PM
Beach Concert	3:00 – 6 PM
Macarena	6:00 – 7 PM
Floats and Comparsas	7:00 – 9 PM
Fireworks Finale	9 PM

WHAT

A new concept that will bring Carnaval goers to South Beach creating a latin flavored "Mardi Gras" style atmosphere combining the warmth of the beach with the enthusiasm of the native rhythms. It is:

...***C***arnaval atmosphere
..***A*** Beach Volleyball Tournament
..***R***ollerblading performers
..***N***one other than the famous "Macarena"
..***A*** Concert on the Beach
...***V***endors exhibiting their Specialty Foods
..***A***n exclusive selection of sampling companies
..***L***ots of Fun!!!

FOR MORE INFORMATION

Contact the Organizers:
The Kiwanis Club of Little Havana
1312 S.W. 27 Avenue, 3rd Floor
Miami, FL 33145

Telephone: (305) 644-8888
Fax: (305) 644-8693

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Source: https://www.industrydocuments.ucsf.edu/docs/yycn0004

CARNAVAL MIAMI 1996
SCHEDULE OF EVENTS

Feel hot in the sun capital of the world and in CARNAVAL MIAMI where there's something for everyone! Be one in a million people and join the race, admire beauty, sing at the concerts, be a parader, cook latin style, play golf, meet the pros and best of all come to the world's largest street party to eat, dance, and live the latin culture!

NOVEMBER - **POSTER CONTEST** - IMAGINE THE FUN OF CARNAVAL, GET A BRUSH AND PAINT IT. IT MAY BECOME THE OFFICIAL POSTER THAT APPEARS IN THE FRONT COVER OF ALL CARNAVAL MIAMI PUBLICATIONS.

FEBRUARY - **MISS CARNAVAL MIAMI BEAUTY PAGEANT** - HISPANIC BEAUTIES COMPETE FOR THE TITLE IN A HIGHLY RATED TELEVISED SHOW.

MARCH 1 - **CARNAVAL MIAMI 8K RUN** - AN EVENING FOOTRACE HELD THROUGH
FRIDAY THE BUSTLING STREETS OF LITTLE HAVANA. AGE DIVISIONS FOR ALL IN THE FAMILY,
8:00 P.M. INCLUDING WHEELCHAIR, HIGH SCHOOL AND CORPORATE TEAMS.

MARCH 2 - **CARNAVAL NIGHT** - AT THE ORANGE BOWL, A CONCERT OF INTERNATIONAL
SATURDAY STARS APPEAR IN A STAGE FULL OF SPECIAL EFFECTS. TELEVISED TO MILLIONS OF
8:00 PM VIEWERS IN THE UNITED STATES AND LATIN AMERICA.

MARCH 3 - **CARNAVAL IN SOUTH BEACH** - OCEAN DRIVE BETWEEN 5 - 15 STREETS
SUNDAY A PARADE OF FLOATS, STREET DANCERS, FOOD, MUSIC, VOLLEYBALL GAME AT THE BEACH.
NOON AFTER THE PARADE, IN THE EVENING, A LATIN JAZZ CONCERT ..."EN LA PLAYA".

MARCH 5 - **CALLE OCHO COOKING CONTEST** IN LITTLE HAVANA.
TUESDAY CATEGORIES FOR STUDENTS AND GENERAL PUBLIC AND PRIZES FOR THE BEST
7:00 PM RECIPES.

MARCH 7 - **CARNAVAL MIAMI GOLF CLASSIC** AT THE DORAL PARK COUNTRY CLUB.
THURSDAY BUSINESS EXECUTIVES, SPORTS CELEBRITIES & ENTERTAINERS PLAY A CHALLENGING GAME OF GOLF.
1:00 PM

MARCH 9 - **CARNAVAL MIAMI SPORTS FESTIVAL** - AT BAYFRONT PARK
SATURDAY IN DOWNTOWN MIAMI, SUPERSTAR TEAMS, ETHNIC FOODS AND RIDES FOR ALL IN THE FAMILY.
NOON THE EVENING HOURS PRESENT,
7:00 PM **CARNAVAL MIAMI INTERNACIONAL** A TELEVISED CONCERT
OF INTERNATIONAL STARS FROM THE PARK'S AMPHITHEATER.

MARCH 10 - **CALLE OCHO:OPEN HOUSE** - S.W. 8TH ST. FROM 4 - 27 AVES.
SUNDAY ALREADY WORLD FAMOUS, CALLE OCHO IS A MELTING POT OF CULTURES WITH OVER
NOON A MILLION PEOPLE IN ATTENDANCE. TWENTY THRE BLOCKS OF LITTLE HAVANA'S
MAIN STREET FILLED WITH MUSIC, DANCING, ENTERTAINMENT, YOUTH ORIENTED SITES,
ETHNIC FOODS AND FUN FOR ALL.

CARNAVAL MIAMI KIWANIS OF LITTLE HAVANA

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Source: https://www.industrydocuments.ucsf.edu/docs/yycn0004